

NASA MMO RFP Workshop

One-on-One Private Briefing Sessions Questions (for Web)

Monday, April 21st 1:00 PM – 4:00 PM

Academic-related Questions

What is the current timing of establishing academic partnerships to support development of the NASA MMO?

We expect to release the academic solicitation once a development partner has been identified.

Are there any restrictions of how the proposed academic funds are used – i.e. stipends for teachers, students, etc.?

These details will be provided with the academic solicitation that is targeted to be published by June 2008.

Many education grants are reviewed by external evaluators. For the educational evaluation component of the NASA MMO, is NASA planning to leverage external evaluators in that process?

The RFP states the follow: *“The review panel will be comprised of a mixed of internal and external experts. The recommendations prepared by the panel will be submitted to the NASA Learning Technologies Project Office for final selection”.*

How is NASA planning to get the game to the school system? Does NASA have an agreement with some schools already to distribute the game? How is NASA planning to incorporate the game into the Schools curriculum?

If the question is how the game will be distributed, NASA expects the partner selected under the MMO RFP to be responsible for any distribution of the game. NASA has no agreements with schools to distribute the game. NASA expects to engage education experts under a follow-on solicitation to develop curricular support materials.

In Daniel Laughlin’s presentation he mentioned testing by academics. When will that occur, during or after development?

We expect to release the academic solicitation by the end of June 2008 with a 60-day response period. We anticipate having an academic partner on board by the time that the Space Act Agreement has been completed which is currently targeted by the end of 2008.

How granular should the learning objectives be?

It is not known what is meant by “granular.” With respect to educational content, we recommend that proposers examine the national education standards which can be found at <http://www.nap.edu/html/nses/>.

What about the need to incorporate state and local curriculum for the teachers to be able to use in their teaching when using the game?

We expect to release the academic solicitation by the end of June 2008 with a 60-day response period. We anticipate having an academic partner on board by the time that the Space Act Agreement has been completed which is currently targeted by the end of 2008.

Can you elaborate on the educational goals? Should we put all our eggs into one basket when there are multiple ways to learn and measure learning?

The MMO format allows opportunities to address multiple ways of learning. Proposers are encouraged view the requirements in the RFP as minimum set of criteria and not as limitations.

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We cannot get a good picture of how the phase 4 (academic contributors) will look. What are the research questions that the MMOG will need to address? Isn't that likely to change from the RFP to the inclusion of the academic contributions?

The agreement which will be negotiated with the partner selected as a result of the MMO solicitation will address how all parties will interact. It is anticipated at this time that the Learning Technology Office (LT) will coordinate the engagement of educational design and evaluation experts and NASA subject matter experts (SME) to support design and assessment of the MMO. A commitment to work with NASA to enhance formal and informal education in alignment with *The NASA Education Strategic Coordination Framework: A Portfolio Approach* is a threshold requirement.

Once the RFP selection is made, what guarantee does NASA have that the RFP proposer and the educational people selected will work well together and have the same ideas?

The agreement which will be negotiated with the partner selected as a result of the MMO solicitation will address how all parties will interact. It is anticipated at this time that NASA Learning Technologies [LT] will coordinate the engagement of educational design and evaluation experts and NASA subject matter experts (SME) to support design and assessment of the MMO. A commitment to work with NASA to enhance formal and informal education in alignment with *The NASA Education Strategic Coordination Framework: A Portfolio Approach* is a threshold requirement. A commitment to work with NASA and SAA partner will be a requirement for any educational experts selected.

What checks and balances have been put in place to ensure that the MMOG organization selected and the academic contributors and evaluators will work well together?

The agreement which will be negotiated with the partner selected as a result of the MMO solicitation will address the how all parties will interact. It is anticipated at this time that LT will coordinate the engagement of educational design and evaluation experts and NASA subject matter experts (SME) to support design and assessment of the MMO. A commitment to work with NASA to enhance formal and informal education in alignment with *The NASA Education Strategic Coordination Framework: A Portfolio Approach* is a threshold requirement. A commitment to work with NASA and SAA partner will be a requirement for any educational experts selected.

Target audience Questions

NASA has indicated that you are targeting 13 and older age groups. Is their room for development of non-online games that could be leveraged by younger age students to extend the target audience of the NASA educational outreach?

While NASA LT supports the development of cutting edge development tools at all grade levels, the MMO solicitation is targeted for students at age 13 and older.

If we propose to meet COPA (Child On-Line Protection Act), can we market to under 13 years old, or do we have to limit it to 13 and up?

The RFP specifies the NASA Learning Technologies goal to address students 13 years and older but does not prohibit a solution that addresses a wider age group. The specific criteria in the Request for Proposal specify that *"The primary audience for this MMO game will be students (13 and older) from the middle school level through college."*

What is the math level requirement for a game like this?

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There should be a variety of challenges at multiple levels appropriate for the target audience which is specified in the Request for Proposal, *“The primary audience for this MMO game will be students (13 and older) from the middle school level through college”*.

Baseline average high school competency in science is at a 9th grade level, so is that where the level of the game should fall?

There will of course be variation in the levels of competency among players. The proposers can address this however as they wish, e.g., differing levels with increasing difficulty, etc.

We are losing many people in STEM, especially girls, in 6th and 7th grade, so why are you targeting older ages?

While NASA LT supports the development of cutting edge development tools at all grade levels, the MMO solicitation is targeted for students at age 13 and older.

Have you considered giving more than one contract to various different age appropriate games?

This Request for Proposal is expected to result in the execution of a single Space Act Agreement. No procurement contracts will be awarded.

Funding-related Questions

Has NASA explored additional funding opportunities with the National Science Foundation and other prospective academic funding sources?

There is no funding commitment or relationship with another federal agency at this time, but NASA is open to innovative proposals from offerors as stated in the RFP: *“There is no restriction on the teaming arrangements for any proposal, including teaming with employees of NASA’s field Centers and the Jet Propulsion Laboratory.”*

Will prospective partners be required to line up all funding resources prior to submitting a proposal?

Funding to design, develop, and deploy the MMO should be included in the proposer’s business plan.

Does NASA have a specific expectation regarding how much financial investment its partner will have to commit to the NASA MMO?

NASA does not have any expectations regarding specific financial commitments for this proposal.

Would it be possible to partner with NASA to approach the NSA for support and funding?

NASA has no plans to request funding from other agencies. However, this does not preclude the partner organization from pursuing funding opportunities through other government agencies.

Are there any outside funding sources that we can approach, or that NASA has already contacted that we should contact?

It is up to each proposer to submit a business case that supports their proposal. As noted in the Request for Proposal, *“There is no restriction on the teaming arrangements for any proposal, including teaming with employees of NASA’s field Centers and the Jet Propulsion Laboratory.”*

If the first round of proposals does not result in what you are looking for and you cannot award the project, will NASA consider a funded approach to getting this work done?

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Based on the level of interest at this time, NASA anticipates that we will execute a non-reimbursable Space Act Agreement in response to the Request for Proposals. As stated in the RFP, *“NASA reserves the right to not select any proposal received in response to this solicitation.” There is no plan to reimburse offerors for this activity.*

What is the value for this project from a business perspective?

As noted in the Request for Proposal, *“In exchange for a collaborator's investment to create and manage a NASA-based MMO game for fun and to enhance STEM, NASA will consider negotiating brand placement, limited exclusivity and other opportunities.”*

Is NASA willing to go to Congress to lobby for funding for the partner to develop this game?

No. NASA is looking for the partner willing to agree to a non-reimbursable Space Act Agreement and under no circumstances will we seek funding from Congress on behalf of that partner.

If the partner organization for this MMO needed \$1M to purchase a game engine, would NASA buy that as their contribution?

No. Through this non-reimbursable Space Act Agreement, NASA would not be purchasing equipment or software. No exchange of funds will be included.

In the event of a delay during development due to NASA issues, what compensation will be made available to the partner that will likely be losing resources if NASA is not able to contribute in a timely manner? In procurements there are clauses to address this, what happens in a Space Act Agreement?

The standard language used in a Space Act Agreement's Priority of Use Clause states that, *“In the event NASA's projected usage changes, Partner shall be given reasonable notice of that change, so that the schedule and milestones may be adjusted accordingly. The parties agree that NASA usage of the test facilities, equipment, and personnel shall have priority over the usage planned in this agreement. Should a conflict arise, NASA in its sole discretion shall determine whether to exercise that priority.”*

In addition, NASA's standard Dispute Resolution Clause states that, *“The persons identified as the “Management Points of Contact (POCs)” for NASA and the Partner will consult and attempt to resolve all issues arising from the implementation of this Agreement. If they are unable to come to agreement on any issue, the dispute will be referred to the supervisors of the POCs, or their designated representatives, for joint resolution. If the parties remain unable to resolve the dispute, then the NASA representative, or that person's designee, will issue a written decision which shall be a final Agency decision for all purposes including judicial review. Nothing in this section limits or prevents either party from pursuing any other right or remedy available by law after exhaustion of administrative remedies.”*

Innovative Partnerships Program Office Questions

What is the IPP Office and what do they do?

The IPP Office forms partnerships that add value to NASA. These alliances allow NASA to achieve its space exploration, science, and other mission ambitions faster and more cost-effectively by combining our resources with those of our partners. The IPP Office also provides value to NASA by transferring technology to external

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organizations through licensing, enabling the development of new applications and products. Refer to <http://ipp.gsfc.nasa.gov> for additional information.

MMO Game-related Questions

Is the MMO expected to be only a game or can it be a virtual world or a combination of both?

As this solicitation is for a MMO game, the solution will have to be a virtual world and a game.

Will you consider a game that promotes space and school's importance and the benefits of education, without itself being an educational game?

The goal of the MMO is to enhance STEM learning as noted in the Request for Proposal, *"The game would be fun and would enhance science, technology, engineering and mathematics (STEM) learning."*

Should the game have a reset capability for learning (i.e. ability to enter game at different levels, or differentiation between beginner, intermediate, and expert levels)?

The RFP does not include such a requirement, but the MMO should offer a wealth of experiences at all levels of challenge.

How does the goal of inspiring kids to go into STEM areas of study match with graduating more STEM students? How do we address those educational goals?

NASA is looking for creative approaches to respond to the challenge of making an engaging MMO game educational.

Does NASA develop games?

The RFI states that *"NASA seeks proposals for collaboration with an organization to enhance NASA's ability to achieve its educational goals by creating and managing a Massively Multiplayer Online (MMO) game"*.

Is it a NASA "interest" or a "mandate" to make the game more educational than anything else?

The RFP states that *"The game would be fun and would enhance science, technology, engineering and mathematics (STEM) learning"*.

What game model does NASA prefer for this game, one that is more structured or a sand box style?

The RFP does not specify a game model, and NASA expects proposers to recommend specific game models that best meet the overall requirements specified in the Request for Proposal.

How is NASA planning to translate the science from the Scientists and Engineers point of view into the game development level without losing any of the realism?

NASA will engage subject matter experts to collaborate with the MMO partner to leverage NASA science, technology, engineering, and mathematics expertise. NASA would not be involved in "translating" their point of view into the game development.

Can you speak to what you feel are the most difficult and critical components?

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Balancing educational content with good game play and the NASA objectives including taking the fear out of science to broaden horizons and a business plan that will make this successful from an educational perspective and as a commercial enterprise.

How do you feel about including future technologies and science fiction within the game?

NASA is looking for creative approaches, thinking “outside of the box.” You do not have to limit yourself to things NASA has done. However, NASA will not support misconceptions or mis-education.

Can you give any guidance on any areas of existing/future NASA missions that we should shy away from due to potential budgetary issues thus the mission may be cut from NASA plan?

No. Proposers can use this as an opportunity to lay out architectures that have not yet been selected or worked out, i.e., fuel depots. This synthetic environment could investigate what people might do if we have a massive increase in bandwidth or if we had a revolution in space propulsion. Another example is the exploration of the blending between robot and human. The idea of putting real NASA challenges into the game and having lots of people working on various approaches is appealing to NASA.

NASA Resource-related Questions

Would central repositories of NASA digital content be accessible to the NASA MMO partner?

NASA will be providing support to navigate, identify, and access NASA digital content and will be providing access resources to more fully leverage this data.

Is NASA providing any subject matter expert resources during the proposal stage?

No.

What is the definition of a subject matter expert?

A subject matter expert refers to an individual who is an expert in a particular area. NASA scientists, technologists, engineers, mathematicians, and other professionals have expertise in most of the fields affiliated with STEM learning. Links to individual NASA Centers with additional information on their specific expertise and focus can be found at <http://www.nasa.gov/about/sites/index.html>.

Will NASA help identify talent that the game developer will need and is there a budget to support those efforts?

NASA will help in identifying the appropriate contacts. The access to these NASA experts is NASA’s contribution. The agreement awarded to the MMO partner will be non- reimbursable, so NASA will not provide any funding to the partner to support this.

This is not the same NASA I grew up with. NASA is offering no money and the main contributions are name recognition and access to subject matter experts (SMEs). What is the value of those things?

NASA has awarded non- reimbursable Space Act agreements for many years for the development of a wide variety of technologies and research, so NASA would respectfully disagree with the premise of the question. SMEs know content, as well as science and mission information. They can tease out learning opportunities. NASA is a large organization and identifying and accessing SME within the Agency can be challenging. Learning Technologies (LT) will coordinate the engagement of educational design and evaluation experts and NASA SMEs support design and assessment of the MMO. This will include funding the time of the SMEs, which a partner would normally have to bear themselves. LT will take the lead in meeting all NASA reporting and evaluation requirements for the project.

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This project is likely to evolve over time as mission objectives change etc. What kind of guarantee is there for NASA's continued support in the long term?

It is intended that this request will result in the establishment of a non-reimbursable Space Act Agreement (defined as one with no exchange of funds) that will define the full roles and responsibilities of NASA and the proposing organization including the term of the partnership. The standard language used in a Space Act Agreement's Priority of Use Clause states that, "In the event NASA's projected usage changes, Partner shall be given reasonable notice of that change, so that the schedule and milestones may be adjusted accordingly. The parties agree that NASA usage of the test facilities, equipment, and personnel shall have priority over the usage planned in this agreement. Should a conflict arise, NASA in its sole discretion shall determine whether to exercise that priority."

In addition, NASA's standard Dispute Resolution Clause states that, "The persons identified as the "Management Points of Contact (POCs)" for NASA and the Partner will consult and attempt to resolve all issues arising from the implementation of this Agreement. If they are unable to come to agreement on any issue, the dispute will be referred to the supervisors of the POCs, or their designated representatives, for joint resolution. If the parties remain unable to resolve the dispute, then the NASA representative, or that person's designee, will issue a written decision which shall be a final Agency decision for all purposes including judicial review. Nothing in this section limits or prevents either party from pursuing any other right or remedy available by law after exhaustion of administrative remedies."

Partnership-related Questions

Is NASA open to including scenarios from other international players?

The MMO must include NASA content, but is not limited to including only NASA content.

What are more important, educational goals or getting lots of people working on NASA unsolved problems (a concept mentioned in open Q&A session)?

As stated in the RFP, the purpose of the RFP is to develop an MMO that will meet NASA's goal of attracting and retaining students into STEM disciplines.

Why were the examples (e.g., EverQuest®, World of Warcraft®, and Eve Online®) called out in the RFP mentioned, does that suggest that those are good models?

NASA does not endorse or sponsor any of these games; they are cited only by way of example to define the concept of MMO games.

Are there HR people at NASA involved? Since one of the objectives is to inspire the next generation of NASA employees, have we talked to the people that would be hiring? What are our metrics in that area?

NASA's education goal is to attract and retain students in STEM disciplines but this is unrelated to the MMO partner's responsibilities with respect to the development of the game. The partner will have no metrics in this area.

Can you give guidance as to what Mission Directorate (MD) goals to focus on? Would we be at a disadvantage if we only propose focusing on one MD?

The RFP encourages proposers to be creative in their responses. Proposers should not be limited by the nature of presentations which were offered only as examples of NASA content.

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How will success be measured? Proposers really need to know that upfront and before a Space Act Agreement is signed, not later on (which is what has been proposed with the phase 4 and 5 plans).

The resulting Space Act agreement, which will be negotiated with the partner, will address all phases of the activity, including any expectations NASA has with respect to the success of the game. Success of the MMO as a game will be gauged against industry standards. Educational impact will be assessed by independent evaluation using accepted educational evaluation practices.

Would the NASA MMO partner have access to NASA developed visualization and data massaging technology and algorithms?

It is anticipated that the proposer would have access to NASA owned data, algorithms, and techniques, subject to the laws governing the transfer of such technology.

Would it be possible to partner with academic textbook publishers to leverage their content and copyright materials for the NASA MMO (i.e. fizlets for physics demonstrations)?

NASA is open to any partnership relationships as stated in the Request for Proposal, *“There is no restriction on the teaming arrangements for any proposal, including teaming with employees of NASA’s field Centers and the Jet Propulsion Laboratory.”*

How does NASA envision a creating partnership between commercial companies and academic institutions to develop a NASA MMO?

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How does this partnership opportunity differ from other commercial partners who might leverage publicly available NASA data to create a MMO?

This solicitation includes a commitment of NASA resources and support towards the successful deployment of a MMO that would normally require the partner organization to reimburse NASA.

Have previous NASA partners been able to produce commercial products as a result of prior Space Act Agreements? This would be helpful in knowing examples as a reference for the financial structures.

All NASA Centers currently execute Space Act Agreements. Successful examples with commercial products can be found on the NASA Spin-off Web site (<http://www.sti.nasa.gov/tto/>).

Will we have any advantage if we have an educator on our proposing team?

NASA cannot comment on the merits of potential proposals. The RFP encourages proposers to be creative in their responses.

Would NASA be supportive of a proposal that includes partners such as other government agencies, such as Air Force, or Navy, etc?

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NASA cannot comment on the merits of potential proposals. The RFP encourages proposers to be creative in their responses.

Platform-related Questions

Does NASA have any expectations regarding support for potential platforms for the NASA MMO?

NASA would like to see the MMO developed to support as many platforms as feasible to make it as broadly available as possible – but it should also be supported by the proposer's business plan.

What is the preference for the delivery system – Web browser or rich client download?

We are looking for the proposers to indicate what is most appropriate to support their solution.

Why is NASA using a PC platform? It is a requirement to design the game for PC?

NASA recommends that the MMO should support as many platforms as practical.

Does the game have to be PC-based since there are other more powerful approaches?

The game does not have to be limited to a PC-based platform.

Project Plan-related Questions

Does NASA plan to provide oversight on the art of the game? How frequently does NASA plan to review the game content?

The Request for Proposal states that *"It is intended that this request will result in the establishment of a non-reimbursable Space Act Agreement (defined as one with no exchange of funds) that will define the full roles and responsibilities of NASA and the proposing organization"*.

Can the game be distributed and published outside the US?

There is no restriction in the RFP, and we expect the proposer to address distribution of the MMO game in their proposal.

Who will hold the rights for possible expansions, add-ons, etc?

The Request for Proposal states that *"It is intended that this request will result in the establishment of a non-reimbursable Space Act Agreement (defined as one with no exchange of funds) that will define the full roles and responsibilities of NASA and the proposing organization"*. The agreement will address intellectual property rights and other such matters and obligations. However, standard practice under NASA's Space Act Agreements for intellectual property developed solely by the partner organization is to allow the partner the first right to elect title to that invention.

What is the timeframe for the initial delivery of the MMO? Does it have to be complete in two years, or can it be evolutionary with next new improvements to come, and what quality level are you looking for in the shorter timeframe?

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We believe that NASA has realistic expectations for how long the development process will take and we are looking to the proposer to define the timeline and milestones to support this solicitation. We also anticipate that the initial release will not be a complete product and that there will be multiple releases which include additional functionality and features. We are anticipating that this product will have typical commercial MMO gaming solution product life-cycle. Please note that the two year time frame in the workshop was just provided for an example – the timeline picked as an example was arbitrary.

How does the game get published (including marketing and promotion) when it is complete? Who approves the final version and how do we agree that it is ready?

The partner will be responsible for marketing, promoting, publishing, and distributing the MMO game. NASA and the partner will determine when the MMO game is ready to publish.

What kind of process for game developing is NASA expecting?

Proposers should outline their recommended development process in their proposal.

How is the game testing going to be done?

NASA expects the MMO Game testing process to be defined by the proposer and included in the proposal. We would anticipate that most proposers would recommend following standard industry best practices.

How is NASA planning to commercialize the game?

The resulting Space Act agreement will address the partner's specific responsibilities, including the partner's responsibility to "commercialize" the MMO game. NASA is not a game developer, and therefore NASA's expectation is that the partner will be responsible for commercializing the game.

Who is going to be in charge of the forums and in-game moderation / monitoring to protect the kids?

We expect that the development partner will operate the game and all support forums, including appropriate protection measures for participants.

For traditional MMO development platforms, a lot is done in stages / prototypes, i.e., launching base game and then expansion packs. Can you expand upon your expectations as it relates to development?

NASA expects the offerors to propose a realistic development timeframe and we expect a need for testing to be part of the development cycle. For example, it might be 2 years before the game is available for beta testing. Please note that the two year time frame was just provided for an example – the timeline picked as an example was arbitrary

What about the challenge presented by educators that may not have the funds and infrastructure to leverage and access the game?

NASA has no requirement specific to this question in the RFP. Offerors may address this in their proposal, including in their business case.

Are there certain commercialization schemes that NASA is looking for or prefers? If we have something different, will that impact our selection?

No, NASA is leaving that open to each proposer. Proposers should present a business case that provides for comprehensive support of their proposal.

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We have concerns with the phase 4 described where the academic component is broken out. There may be issues if the proposing organization that is selected through this RFP does not agree with the educators brought in after the fact.

The agreement which will be negotiated with the partner selected as a result of the MMO solicitation will address the how all parties will interact NASA Learning Technologies will coordinate the engagement of educational design and evaluation experts and NASA subject matter experts (SME) to support design and assessment of the MMO. A commitment to work with NASA to enhance formal and informal education in alignment with *The NASA Education Strategic Coordination Framework: A Portfolio Approach* is a threshold requirement.

When would this MMO project be considered complete? This seems to be an ongoing project that would continue to evolve over time.

The nature of MMOs is that they evolve and continue over time. It is intended that this request will result in the establishment of a non-reimbursable Space Act Agreement (defined as one with no exchange of funds) that will define the full roles and responsibilities of NASA and the proposing organization.

How flexible is NASA on the business model for developing this rich environment (it will be very expensive to develop so it will need a big investment and cost recovery)?

The RFP encourages proposers to be creative in their responses. Submission of a business plan is a requirement of this RFP.

RFI-related Questions

Are the RFIs going to be available for other people to review them?

No. We do not have plans to publish the NASA MMO Request for Information responses. Submitters were informed in that solicitation that their responses would only be used to influence the development of the Request for Proposal solicitation.

RFP-related Questions

Is it possible for prospective partners to submit multiple RFP submissions that cover different proposal scenarios?

There is no restriction on multiple submissions, but each submission must be a stand-alone proposal.

With a 15 page limit, how do you expect to get a complete model and business plan when we do not yet have access to the NASA technical science base that we would be incorporating?

We believe the page limit is appropriate based on the requirements in the RFP.

Is there going to be a down select process for the proposals?

No. The MMO Request for Proposal states the following with respect to the evaluation process: *“All proposals meeting the threshold requirements will be subject to review under the evaluation criteria listed above. Proposals will be assigned a numerical score for technical plan, management ability, financial stability, and other. Those numerical scores will be multiplied against the percentage assigned to each criteria, which represents the relative weight or importance of that criteria. The four weighted scores will then be added for a total score assigned to each proposal. The review panel will be comprised of a mixed of internal and external experts. The recommendations*

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prepared by the panel will be submitted to the NASA Learning Technologies Project Office for final selection. A written final selection decision will be distributed to all proposers. Each proposer will be notified of the panel's evaluation of their own proposal."

Since this looks like an RFP that will be won by large prime, does NASA have any preferences for who is the preferred partner?

This RFP is open to any organization or group of organizations. NASA has not pre-selected any entity and has no preference for any organization. We are looking for the best proposal that fulfills the criteria in the RFP.

Should the proposer mention past NASA projects and partnerships? Are they a competitive advantage?

NASA cannot comment on the merits of potential proposals. Proposers are encouraged to review the Evaluation Criteria section of the RFP.

We have concern with NASA selecting just one proposal. Aren't you worried that it will limit NASA to one specific platform?

NASA is looking, to the greatest extent possible, for an open architecture to support expandability and linkages to multiple technologies and media and for editing / authoring tools that will allow local customization of content for educators.

Workshop-related Questions

Can we get access to the names of organizations that are attending this meeting?

There were no objections from the participants in the MMO RFP Workshop on April 21, 2008 to posting the names of the organizations represented at the workshop, and we have agreed to post the list of organizations who attended the Workshop on the MMO website.

Academic

Are there any ITAR (International Traffic in Arms Regulations) concerns if we want to commercialize in foreign countries where MMOs are even more popular than in the US?

No ITAR-restricted material will be transferred for inclusion into the MMO.

Logo

Will there be an opportunity for a partner to leverage the NASA Logo and NASA name with the NASA MMO?

Use of the NASA Insignia on a computer game constitutes an "alternative use" under 14 CFR 1221.110(d). The NASA Associate Administrator for Public Affairs may authorize an alternative use of the NASA Insignia, such as on a computer game, only when he "deems such use to be appropriate." Therefore, a final decision on whether the NASA Insignia may be used on the NASA MMOG can only be made when a specific proposal related to a specific finished product has been made. Factors that may be considered in a proposal for an alternative use include the quality of the final product and how well that product will reflect on NASA.

Can NASA guarantee use of NASA logo?

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NASA can not guarantee use of the NASA logo in advance of the partner selection. Use of the NASA Insignia on a computer game constitutes an “alternative use” under 14 CFR 1221.110(d). The NASA Associate Administrator for Public Affairs may authorize an alternative use of the NASA Insignia, such as on a computer game, only when he “deems such use to be appropriate.” Therefore, a final decision on whether the NASA Insignia may be used on the NASA MMOG can only be made when a specific proposal related to a specific finished product has been made. Factors that may be considered in a proposal for an alternative use include the quality of the final product and how well that product will reflect on NASA.

If we propose the use of the logo as a fundamental component of our business case in the proposal, will that put us at a disadvantage if the logo use cannot be secured?

NASA cannot comment on the merits of potential proposals. The RFP encourages proposers to be creative in their responses.

MMO Game

If the partner generates a model that has paying subscribers, will the subscriber list be subject to FOIA?

If such a list is not a deliverable under the resulting space act agreement, and NASA does not have possession or control of such a list, then it is not an agency record for purposes of the FOIA. If such a list is a deliverable, and the agency has possession or control, then the list may be subject to a request under the FOIA. That is not to say that such a list would be released, but only that it could be requested. If the list were an agency record, the record would not be released without first providing the submitter of the record (presumably the partner) with the opportunity to state any objections to the disclosure of the record.

Partnership-related Questions

It is a single source or a collaborative effort?

NASA expects to execute one Space Act Agreement. The agreement can be with one company or an entity representing more than one company.

Why only one partner and not two or three? Why does NASA not want to involve a 3rd party?

NASA is not precluding third-parties. However, NASA expects to make one proposal selection which may be from an individual company or a consortium of companies.

Will one RFP response be selected or will multiple responses be chosen?

NASA expects to make one selection; however that proposal may be from an individual company or a consortium of companies.

RFP-related Questions

How much longer will questions be able to be submitted?

Questions may be submitted at any time while the RFP is open.

NASA MMO RFP Workshop

One-on-One Private Briefing Sessions Questions (for Web)

Monday, April 21st 1:00 PM – 4:00 PM

Space Act Agreement-related Questions

Are there any examples of previous work like this one available to us, i.e. previous examples of how companies have done a Non-Reimbursable from the financial point of view?

Examples of success stories involving Space Act Agreements executed between NASA and external organizations can be found at <http://ipp.gsfc.nasa.gov/success-stories.html>.

Can a Space Act Agreement be extended?

NASA typically limits the duration of Space Act Agreements to 3 years or less. However, a Space Act Agreement may be amended to extend the period of performance if NASA and the external partner mutually agree to do so.

Can NASA provide guidance on CRADAs and SAAs and their differences, especially for those of us that are used to using CRADAs?

Space Act Agreements are very similar to CRADAs, but there are some key differences. NASA exercises its authority to enter into CRADAs only after making a determination that the objectives of the collaboration can not be achieved through a Space Act Agreement. The following table outlines some of the key similarities and differences between Space Act Agreements and CRADAs:

CRADA	Space Act Agreement
To perform specified research	Any purpose within NASA's mission
Federal lab prohibited from making cash contributions	Cash contributions permitted, but rarely exercised
Laboratory civil service personnel may be hired to provide dedicated assistance	Existing civil service personnel provide assistance on non-interference basis
Preference for U.S. participation and manufacturing	No statutory nationality preference
Results can be withheld for up to 5 years and proprietary information exempt from FOIA	Results can be withheld for up to 5 years and proprietary information exempt from FOIA
Option for exclusive license can be granted in advance to partner	Partner may exclusively license IP only after publication and written-objection waiting period

Does the developer own the IP if they develop the game?

It is intended that this request will result in the establishment of a non-reimbursable Space Act Agreement (defined as one with no exchange of funds) that will define the full roles and responsibilities of NASA and the proposing organization. Because most SAAs do not involve work of an inventive nature being performed by the partner for NASA, NASA obtains no rights in inventions made solely by the partner under most SAAs. A case-by-case analysis is required to determine whether work to be performed by the partner under the SAA is being performed for NASA.